



# **SINGAPORE MEDIA LANDSCAPE**

[www.themediavantage.com](http://www.themediavantage.com)



# Country Overview

ONE OF THE WEALTHIEST NATIONS IN THE WORLD

## Overview of Singapore



CAPITAL  
**Singapore**

REGION  
**Asia**

GDP PER CAPITA, PPP  
**\$101,649**

GDP  
**\$372 billion**

POPULATION  
**5,703,569**

AREA  
**719 SQ.KM**

Singapore is a bustling metropolis in Southeast Asia and home to one of the world's busiest ports.

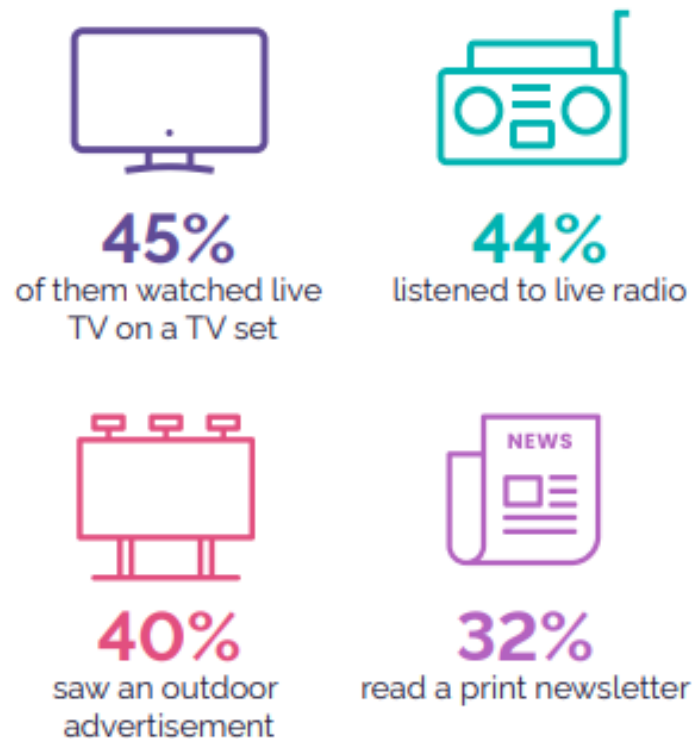
The country has seen impressive growth as efficient manufacturing and production practices have made way for free-market innovation in the booming electronics and pharmaceutical industries.

Four official languages - Mandarin, English, Malay and Tamil - cater to the diverse population of a nation that has been an important gateway for international trade.

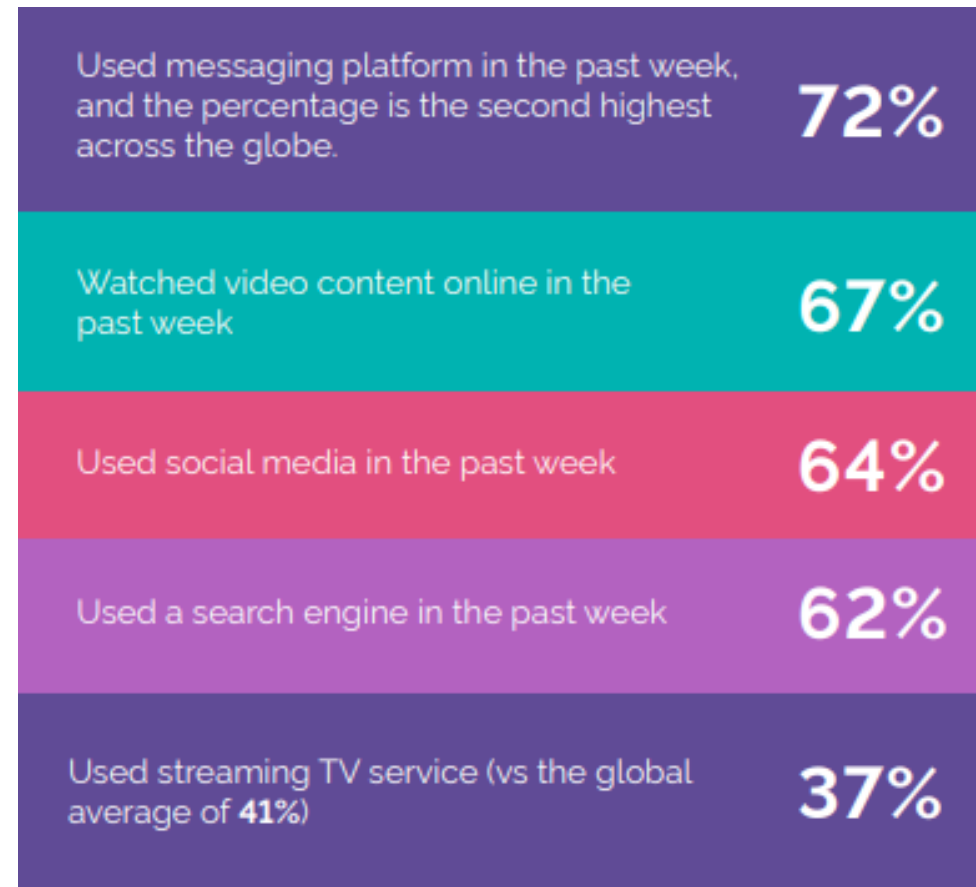
# Media Consumption Overview

## SINGAPORE SEES A RISE IN DIGITAL MEDIA

### Snapshot of traditional media channels consumption in February 2021



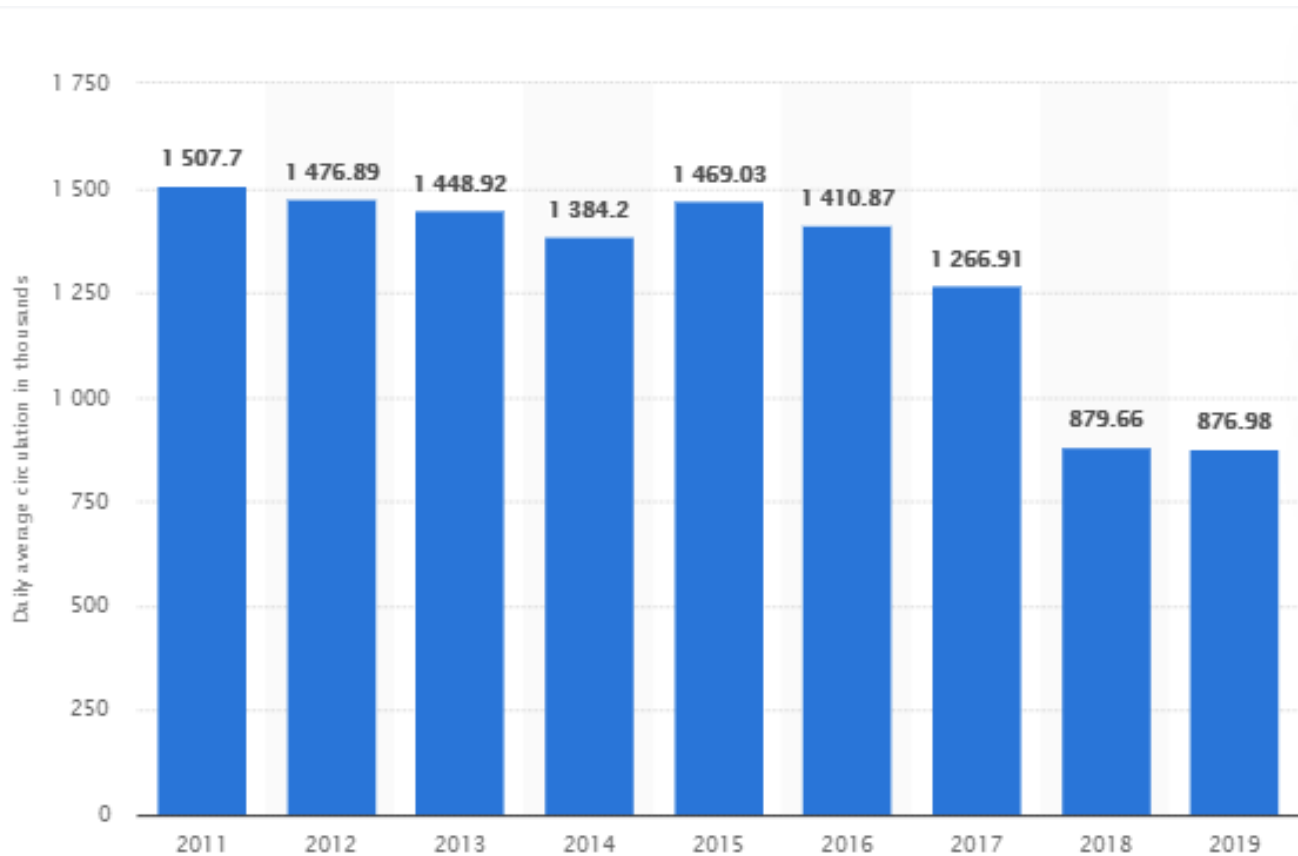
### Snapshot of digital media channels consumption in February 2021



# Print Consumption

## PRINT IN DECLINE

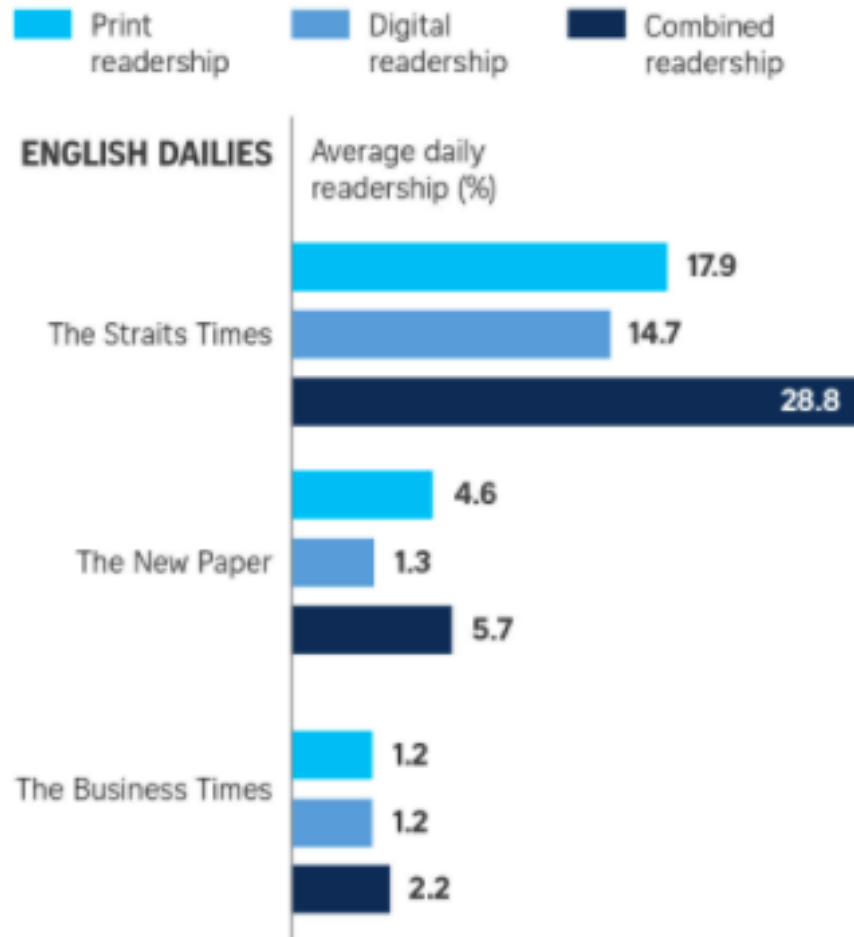
Average number of newspapers circulated daily in Singapore  
from 2011 to 2019



- Singapore Press Holdings is linked to the ruling party and has a near-monopoly of the press.
- More Millennials are going online to read the news. However, print remains popular with policymakers and senior executives.

# Print Consumption

## TOP NEWSPAPER

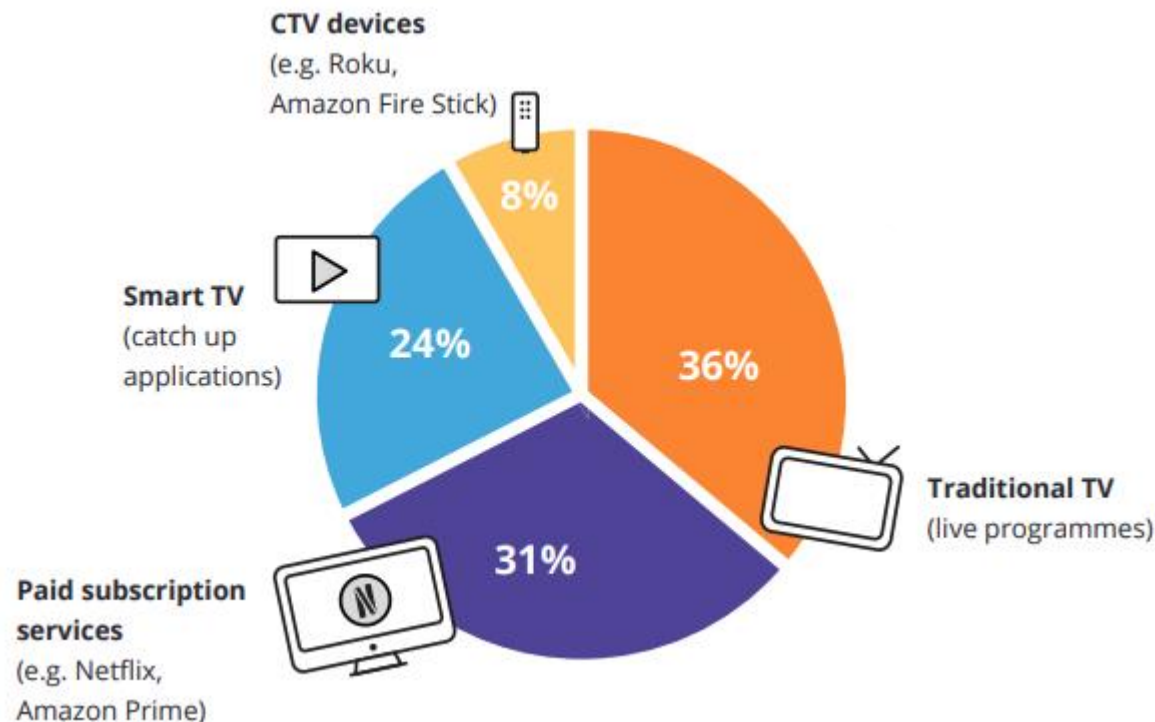


- The Straits Times continues to be Singapore's best-read newspaper, bucking an industry-wide trend by growing its overall readership through its digital platform.
- The print and digital editions of The Straits Times have a daily average circulation of 364,134.
- The Straits Times continue to be trusted and valued source of news that is well read, which is due to the quality of journalism.

# TV Consumption

TRADITIONAL TV HOLDS THE GROUND COMPARED TO PAID SUBSCRIPTION SERVICES

## Percentage share of video platforms consumed by Singaporeans (2020)



- Traditional TV still holds the largest share of TV watching (36%), as opposed to paid subscription services which captures 31% of viewing time.
- The digitally native tribe of millennials, particularly those aged 18-24 lead the demographic for watching paid subscription services (43%).
- Traditional TV is greatly watched (67%) by those aged 66+.

# TV Consumption

## TOP TV CHANNELS



Channel 5

Language: English

Weekly reach: 1.5 M

Channel 5 is an English mass entertainment and lifestyle channel for the entire family, known for its high-quality and innovative local productions, award-winning programmes and blockbuster movies.



Channel 8

Language: Chinese

Weekly reach: 2 M

The market leader for Chinese news and entertainment, Channel 8 offers high-quality local dramas and infotainment, as well as a curated collection of Asian programmes.



CNA

Language: English

Weekly reach: 1 M

CNA is a news channel that also specializes in diverse content such as business, lifestyle, human stories, current affairs and documentaries, all with uniquely Asian perspectives.



Suria

Language: Malay

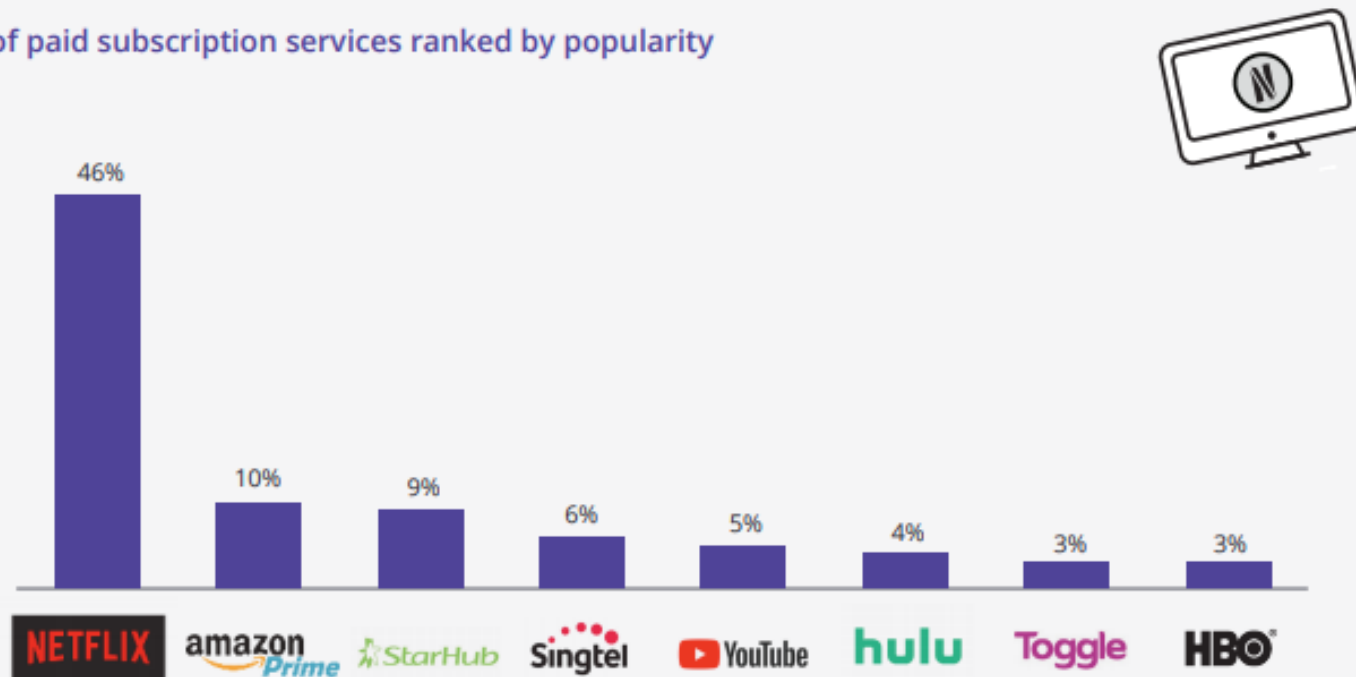
Weekly reach: 426,000

Suria offers wholesome family entertainment with varied local and acquired programmes that are both enjoyable and educational.

# TV Consumption

NETFLIX IS A CLEAR WINNER IN PAID SUBSCRIPTION PLATFORMS

List of paid subscription services ranked by popularity



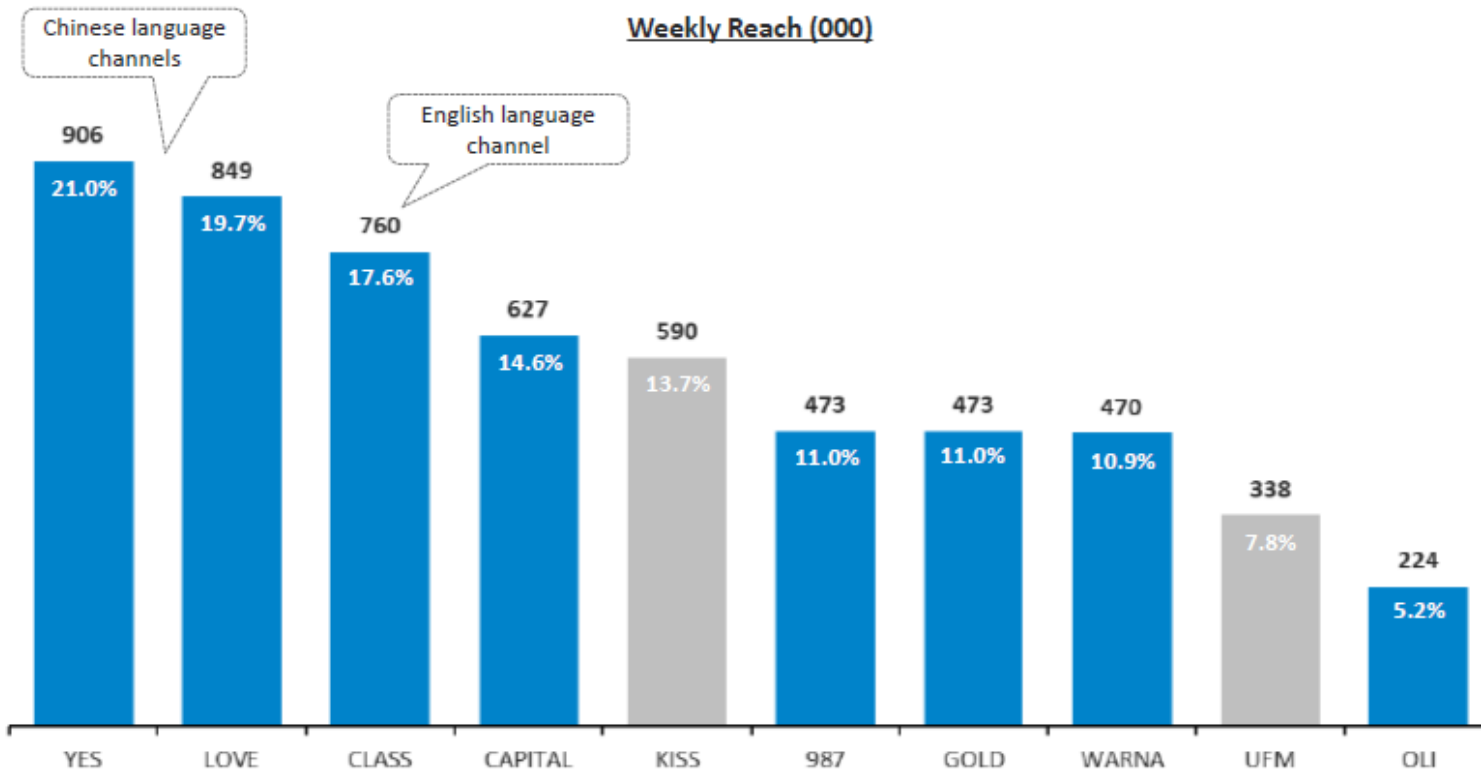
- 56% of Singaporeans claimed in a survey that they have access to 1 or 2 paid subscription platforms, with the minority (2%) claiming to have more than 4.
- Netflix ranks number 1 with 46% of streamers having its subscriptions.
- Amazon Prime is the next popular streaming choice by a significant margin (10%).



# Radio Consumption

RADIO REMAINS A KEY MEDIA CHANNEL, WITH 88 PERCENT OF AUDIENCE TUNING IN EVERY WEEK

## Top radio stations in Singapore



- The radio stations are mainly operated by MediaCorp except for four stations, which are operated by So Drama! Entertainment and SPH UnionWorks.
- Mediacorp continues to be the number one radio network in Singapore, with its stations reaching four in five adults weekly.
- More people are also tuning in digitally, with Mediacorp reaching three in four digital listeners.

# Digital Consumption

THE NUMBER OF INTERNET USERS INCREASED BY 146 THOUSAND BETWEEN 2020 AND 2021



# Digital Consumption

SINGAPOREANS SPEND MOST OF THEIR TIME ON YOUTUBE

JAN  
2021

## TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB

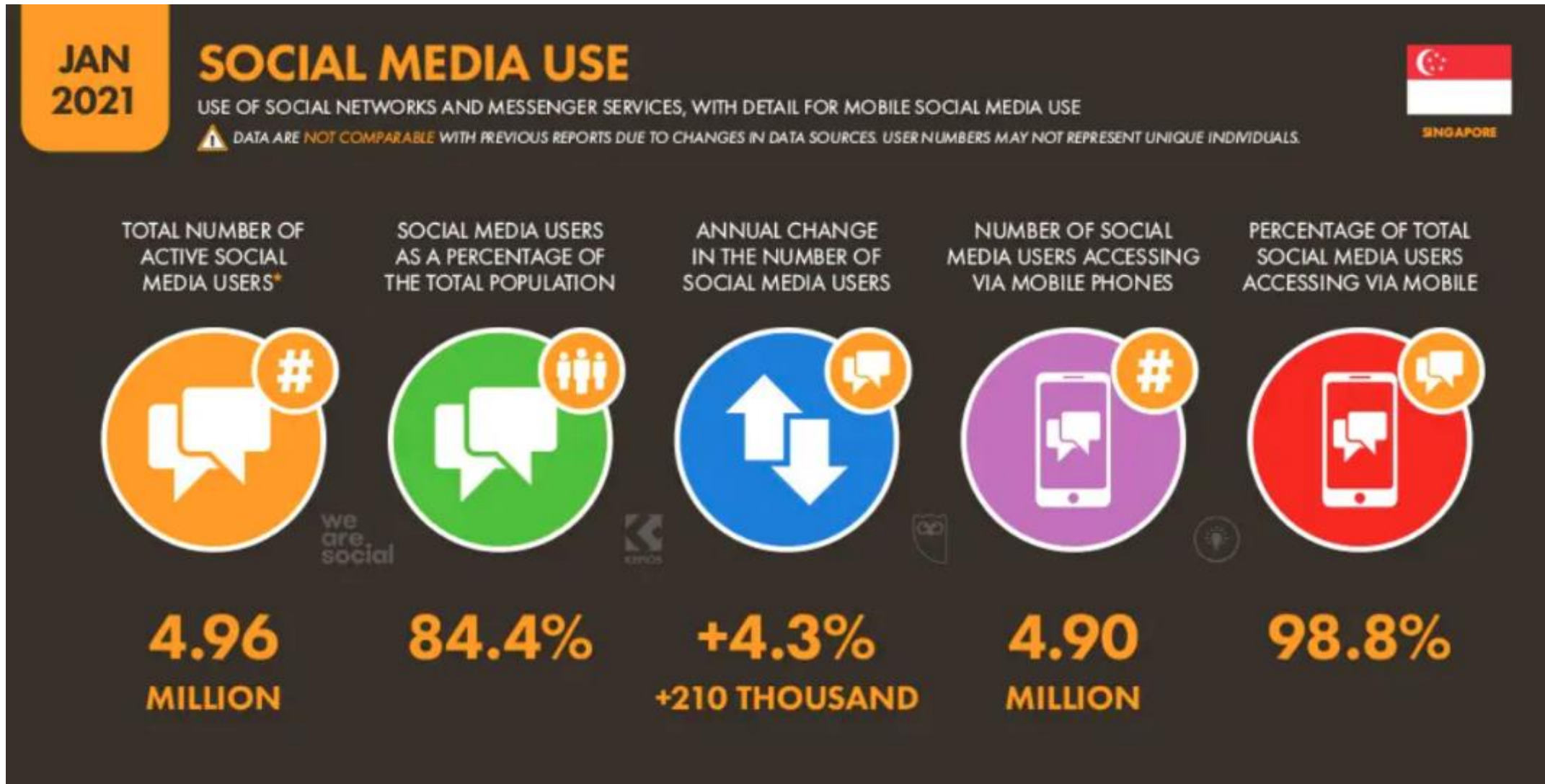


#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	401M	8.73M	11M 00S	8.3
02	YOUTUBE.COM	152M	6.96M	21M 17S	12.3
03	FACEBOOK.COM	98.7M	6.91M	8M 18S	7.3
04	WIKIPEDIA.ORG	22.4M	4.02M	3M 46S	3.2
05	INSTAGRAM.COM	21.8M	3.61M	6M 51S	12.1
06	CHANNELNEWSASIA.COM	20.3M	2.92M	2M 11S	2.1
07	TWITTER.COM	19.8M	3.37M	9M 14S	11.6
08	STRAITSTIMES.COM	19.8M	3.15M	1M 51S	1.8
09	YAHOO.COM	18.6M	2.83M	5M 40S	4.6
10	XHAMSTER2.COM	17.7M	2.32M	12M 33S	12.0

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	NETFLIX.COM	17.7M	1.20M	10M 51S	4.6
12	WHATSAPP.COM	17.2M	2.09M	2M 12S	1.3
13	REDDIT.COM	14.6M	2.10M	7M 54S	5.1
14	GOOGLE.COM.SG	14.1M	1.89M	7M 00S	11.0
15	SHOPEE.SG	11.8M	3.06M	6M 09S	7.6
16	OFFICE.COM	9.62M	821K	8M 30S	6.9
17	LINKEDIN.COM	9.06M	1.63M	7M 25S	7.3
18	PORNHUB.COM	8.94M	1.95M	8M 30S	8.0
19	MOTHERSHIP.SG	8.45M	2.38M	1M 40S	1.6
20	LIVE.COM	8.32M	1.02M	6M 25S	7.4

# Digital Consumption

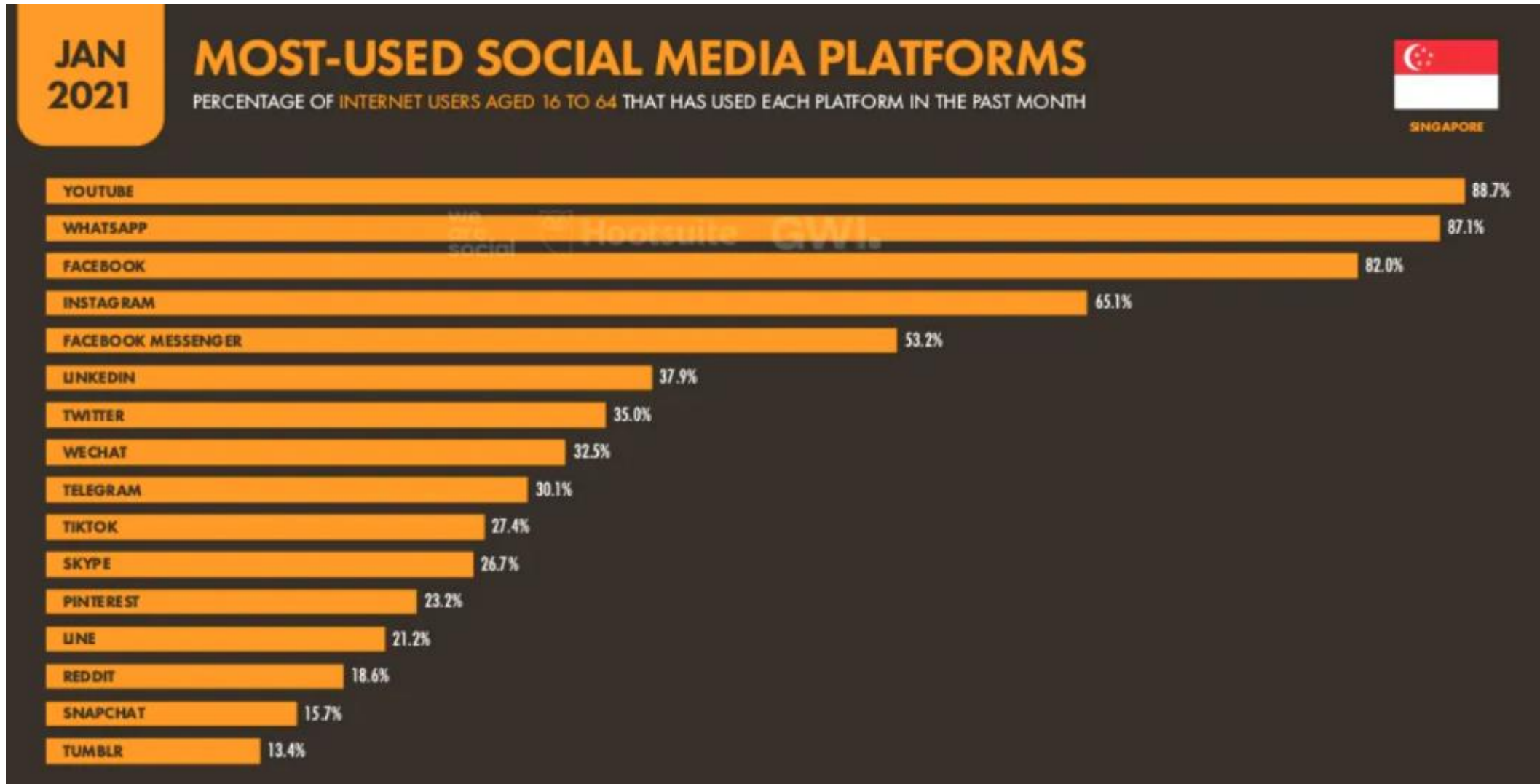
THE NUMBER OF SOCIAL MEDIA USERS IN SINGAPORE INCREASED BY 4.3% BETWEEN 2020 AND 2021





# Digital Consumption

YOUTUBE, FOLLOWED BY WHATSAPP WERE THE MOST CONSUMED SOCIAL MEDIA PLATFORMS



# Outdoor Sites

## ONE RAFFLES PLACE



City: Singapore

Format: Digital

Size:  
13.6m(W)x7.2m(H)

No. Of Screens:  
1

# Outdoor Sites

## NICOLL CORNER SCREEN, SUNTEC CITY MALL



City: Singapore

Format: LED Screen

Size:  
12.3m(W)x14.3m(H)

No. Of Screens:  
1



# Outdoor Sites

## BUGIS VILLAGE



City: Singapore

Format: Backlit

Size: 6.3m(W)x6.5m(H)

No. Of Screens:  
1



# Outdoor Sites

## JALAN BESAR PLAZA



City: Singapore

Format: Backlit

Size:  
7.85m(W)x4.05m(H)

No. Of Screens:  
1

# Let's Discuss

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